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ABSTRACT

The model is based on the highly successful first Women's Bureau sponsored Colorado Education and Employment Conference for Hispanic Women ("Adelante, Mujer Hispana") held in January 1980 for low-income women seeking employment and employed women seeking better jobs and upward mobility. It is intended for use by groups and individuals in planning and implementing similar community-based women's conferences. The model describes the Colorado conference's themes and goals and explains how to organize a similar conference. It includes complete directions and occasional cautions for setting conference goals and themes, selecting a conference coordinator and planning committee, establishing committee responsibilities, preparing a workplan, planning the program and supporting activities, choosing the date and the site, obtaining and accounting for funds, and involving the community. Appendices include samples of a conference workplan, pre- and post-conference press releases, agendas, preliminary flyers, confirmation and follow-up letters, registration and evaluation forms, and reception invitations. Copies of actual newspaper articles, workshop topics, letters, and invitations from "Adelante, Mujer Hispana" are also included. (SB)

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Adelante, Mujer Hispana
A Conference Model for Hispanic Women

U.S. Department of Labor
Office of the Secretary
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1980

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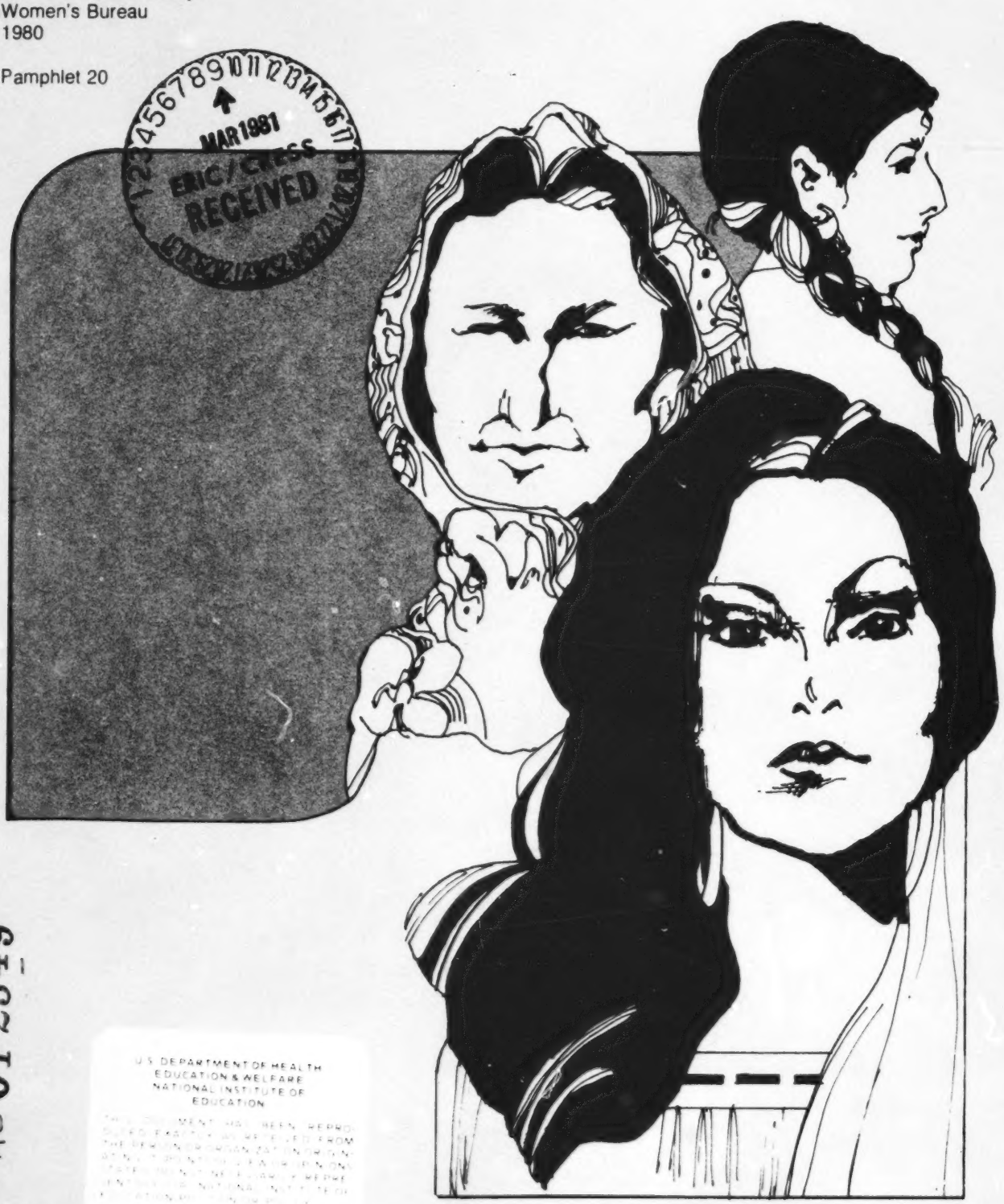

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FOREWORD

A conference of significant impact, Adelante, Mujer Hispana-Education and Employment Conference was held January 11–12, 1980 in Denver, Colorado. The conference was sponsored by the U.S. Department of Labor, Women's Bureau, Region VIII, in cooperation with the Colorado Governor's Special Grants Unit, Metropolitan State College—Center for Teacher Education and Chicano Studies, the Colorado Coalition for Full Employment and the League of United Latin American Citizens Las Mujeres Council.

The dual focus of this two day meeting spoke to the needs of low income and unemployed women and to the needs of employed women seeking better jobs and upward mobility. The women featured as guest speakers were Chicanas who held key positions in political, state and federal arenas. The facilitators represented a wide spectrum of Chicana leaders from diverse community organizations, agencies and disciplines.

The conference, the first of its kind in Colorado, brought together 1,000 Hispanas/Chicanas from throughout the state. The participants ranged from junior high school students to elderly women.

As a result of this consultation, the Women's Bureau has had numerous requests from women's groups and organizations throughout the country for information and assistance in conducting a similar conference. This conference model should be useful to individuals and groups in planning and implementing community-based women's conferences.

Such educational and training workshops, seminars and consultations are needed to develop a greater awareness of job, educational, and training opportunities available to women today.

Alexis M. Herman

ALEXIS M. HERMAN
Director

"SABER ES PODER"

¡Mil Gracias!

- A todas esas mujeres que nos apoyaron y nos animaron a tener la conferencia,
- A todas esas mujeres que contribuyeron y nos ayudaron,
- A todas esas mujeres que dieron una presentación y compartieron información práctica, útil y aplicable,
- A todos esos grupos y organizaciones que prestaron servicio y dieron de su tiempo y su talento,
- A todas esas mujeres que participaron y celebrarón ese gran éxito con nosotras,
- A todas esas personas que ayudaron a preparar este modelo-publicación,
- A todas esas mujeres fantásticas que sintieron orgullo en poder compartir la cultura y el idioma unidas en ese momento y listas para seguir adelante una'vez más.

DEDICATION/DEDICACIÓN

Este projecto está dedicado a la mujer Hispana que lucha siempre por una vida mejor, no solo para ella y para su familia, pero también para su raza y para todo el mundo Hispano.

El Renacimiento de la Mujer Hispana

Mujer Hispana, bien que has luchado y trabajado y sin embargo, no has logrado, lo deseado.

Quizás el momento propio para ti, no había llegado.

Pero aun todavía hay esperanza -la Decada del Hispano nos abre la puerta y la oportunidad se presenta de nuevo.

Hermana querida, toma acción pero con dirección! Pues la mujer que duda hoy, no verá el éxito del mañana.

Ten prisa, dirige tu energiá, con propósito, con determinación y con firmeza hacia esas metas que has elegido.

Toma la senda directa, la más sólida -sigue adelante, con confianza, con orgullo, con fe.

Aspira hoy, para llegar mañana a lo maś alto, a lo mejor. Que no solo siga siendo tu vida un mundo de sueños inaccesibles - pero que esa vida se convierta en un mundo real - lleno de dicha para ti, para tu familia, y para toda la communidad Hispana.

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¡MIL GRACIAS!

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INTRODUCTION/INTRODUCCIÓN

The first Women's Bureau Sponsored Colorado Education and Employment Conference for Hispanic Women was a history making event. It gave Chicanas and other Hispanic women the opportunity to reflect on our history, the cultural variables that have developed our way of thinking and behaving, and a time to examine the employment alternatives open to us in the future. The theme and goals of this conference are valuable to Hispanas across the country.

¿Dónde Estamos?

Who is La Hispana? La Hispana has many characteristics. She may be of Mexican, Puerto Rican, Cuban, European Spanish, Central or South American descent, or a combination thereof. According to the Bureau of the Census, March 1978, in a population survey, over 12 million persons reported their origin or descent as Hispanic. Fifty one percent (6,196,000) were women. Specifically, the Hispanic-origin population in the United States includes about 7.2 million persons of Mexican origin, and about 2.4 million of Central or South American or other Hispanic origins. The largest concentration of Hispanas is in the five Southwestern states of Texas, California, Arizona, Colorado, and New Mexico, as well as New York.

Hispanic women share with every other group in this country a great diversity and heterogeneity. An Hispana may have arrived from Mexico yesterday, or her ancestors may have been here since 1520. She may be rural, urban, poor, middle class, a school drop out, a Ph.D., a teacher, a saleswoman, or a migrant working in the fields. She does share some basic roots in the development of Indian and Spanish culture, language and history. She also shares the history of participation in the development of this nation which has been a way of life for the Hispanic community since 1848. Myths and stereotypes about Hispanas continue to abound because very few resources have ever been allocated to legitimate research on Hispanic women. Nonetheless, from every Hispanic community, from California to Texas, from Seattle to New York, Hispanas disagree with the position and images foisted on them. Their feelings concerning their strengths as women and their status within their homes and communities are currently under question by Hispanas themselves.

Historically, the Hispanic family has been patriarchal and authoritative. Economic, social, and political leadership in Hispanic communities traditionally has been based on the male. All that has been traditional is changing for La Hispana just as it is changing for all women.

Current data indicates that 59% of Hispanic women 14 years and over are married and that 85% of all Hispanic families live in urban areas. Hispana-headed families generally experience special problems due to low income and a corresponding high incidence of poverty.

There is a direct correlation between educational attainment and employment opportunities for Hispanas. The median years of schooling completed by Hispanas 14 years and older was 10.4 as reported in a March 1977 survey. Approximately six percent of all Hispanic women are more likely than all other women to be concentrated in low paying occupations:

- 29% are clerical workers
- 25% are service workers
- 25% are in semi-skilled professions
- 10% are in professional and technical occupations
- 4% are in administrative positions

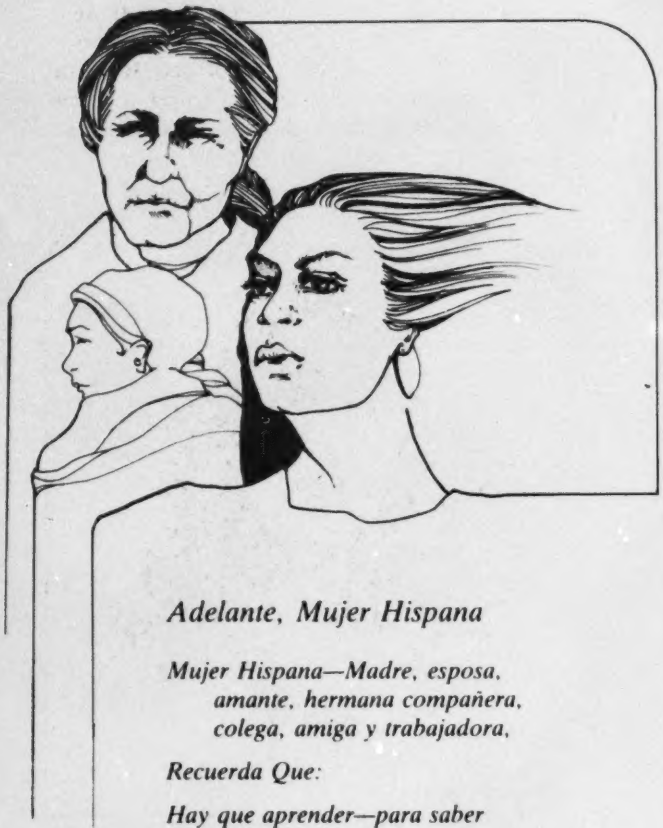
Many jobs held by Hispanas are part time, so while the figures seem to indicate that Hispanas are impacting the American labor market, the reality is that for Hispanas the world of work has done little to change the poverty situations that exist. One indication of this is the fact that the median income of Hispanic women in 1977 was $3,700 per year.

Historically Hispanic women have been the victims of employment discrimination in their efforts to obtain status positions in business and professional areas. Only recently a few have been able to overcome the barriers of discrimination and have obtained high-level positions in business, education, local, state and federal agencies. A small number have achieved success in the private sector. The efforts of these successful few have been extensive, laborious and frustrating. Hispanic women have often experienced unique problems associated with transition to positions of supervision and managerial level which have been dominated traditionally by Anglo males; difficulties have also occurred when Hispanic obtained positions that were held by other non-minority women.

For the working woman of today, there are few relevant role models by which she can pattern her behavior and performance. Usually the only model available is that of the male. The Hispanic woman has had to cope and adjust to the behavior pattern of the "culturally learned male role" which dominated the employment field, and at the same time struggle to retain her individual identity as a woman and to maintain ethnic association. Hispanic women successful in employment should be encouraged to make a commitment to personally and professionally provide direction to other Hispanic women.

¿Adónde Vamos?

The theme of the January 1980, Education and Employment Conference for Hispanic Women held in Denver, Colorado was Adelante Mujer Hispana.



Adelante, Mujer Hispana

Mujer Hispana—Madre, esposa,
amante, hermana compañera,
colega, amiga y trabajadora,

Recuerda Que:

Hay que aprender—para saber
Hay que planear—para llegar
Hay que dar—para esperar
Hay que ofrecer—y no preguntar
Hay que soñar—y hasta llorar
Hay que luchar—para progresar

¡Vida, solo hay una! Adelante, Mujer Hispana, creadora del futuro, fuerza de la patria y núcleo del mundo Hispano

Now more than ever before, the Hispana, like all other women, must examine her changing role in her family and in society in general. With continued inflation, Hispanas are being forced to seek employment outside the home to provide economic stability to the family unit. As the head of household the Hispana is critically and negatively affected by lack of employable skills—and so is her family. Today many young Hispanas are becoming more career oriented and are seeking alternatives to more fully develop themselves.

The Hispanic woman has entered a new and exciting era. The recently acclaimed "Decade of the Hispanic" hold great promise for Hispanic women. The developments and changes that transpired in the 70s helped to set the stage for the new decade—the 1980s. No longer do Hispanic women have to explain or apologize as to why they work or whether they should or need to work. Now they can begin to concentrate on how they can more actively participate in the work force in order to obtain greater personal benefits.

The working Hispana has at long last realized that she has always had the competencies, the drive, and the initiative to cope with her work at home and with a challenging career. She is learning how to redirect and utilize her potential; she has found out that she is competent and qualified; that she can, in fact, be both a professional and an Hispana at the same time. Este es el renacimiento de la mujer Hispana.

A new profile of the Hispanic woman worker is emerging with a set of values, perceptions and priorities that are different from those of the dominant society. She comes from a diverse cultural, social and linguistic heritage which she acknowledges and appreciates. She is no longer willing to give these up completely; she has become more selective about what she wishes to discard and what she wishes to preserve. She realizes that these cultural attributes can serve to enrich and to balance her life personally and professionally. She now sees herself as a significant ethnic being who exists in a complex and dynamic society and who has much to contribute to the world of work.

The working Hispana today probes and inquires. "Will I be working for most of my life?" "Where do I want to go?" "How can I get there?" "What is it that I want to achieve?" The Hispana has discovered that she must make time to plan and to set meaningful goals. She recognizes that she can mold her future, but in order to do so, she must embark in a self-initiated and self-imposed plan of action.

Today's working Hispana knows and understands that she can chart her own career path. She must be self-directed, take risks, and accept the responsibility for change. She must establish priorities and make a strong commitment to acheive these. She must conceptualize an image of success and make it become a reality.

The self-fulfilled, self-actualized new Hispana can create a better life for herself, for her family and the Hispanic community—La Raza.

Así Es Que:

Las experiencias del pasado
nos han formado y preparado
pero las experiencias Y oportunidades
de hoy nos abren el camino
para el futuro.

PLANNING THE CONFERENCE/ACCIÓN CON DIRECCIÓN

Why have a Conference¿Porqué?

There are many reasons for having a conference. A well planned conference can provide an educational experience for the participants and can help to build a network among people with similar interests and concerns.

In deciding whether to have a conference, the following should be considered:

- **Are there topics or concerns which have not been covered in previous conferences?**
- **What are the needs of the local community for a conference?**
- **Is there interest and support in the local community for a conference:**

Now that you have decided to have a conference you need to identify your conference goals or what the conference will cover.

- **Review what is happening with local community groups.**
- **Have discussions with Hispanic women's groups to determine their concerns.**
- **Review the media to identify areas of interest to all women and specifically Hispanic women.**
- **Talk to individual Hispanic women who may not belong to organizations.**

When you have collected your information, review it, and come up with two or three specific areas of concern that you want to address at the conference.

Choosing a Theme/El Tema

After you have identified your conference goals, you are ready to select a theme. The theme should reflect the goals and should motivate and stimulate interest in the community. It should be chosen at the first meeting of the conference planning committee. One way to motivate and interest the Hispanic community is to make the theme and literature bilingual.

The first Colorado Hispanic Women's Conference focused on education, employment and issues as they related to Colorado's Hispanic. Dr. Alicia Valladolid Cuarón of U.S. Department of Labor, Women's Bureau, decided to have this conference to examine the needs of local Hispanas and to inform them of employment, education and training opportunities. Integrated into the conference goals was the need to provide role-models, and support systems; also to encourage women entering the job market for the first time and to include those women who wished to move ahead in their careers by giving them a "taste" of what is available locally in education, employment and training. The Denver conference made an effort to reach out to all segments of the Hispanic community.

"A fantastic beginning. I hope we continue to have more conferences like this one—so that we won't lose the great thing we started. The whole idea of coming together was great."

Choosing the Conference Coordinator and Planning Committee/ El Comité

Your conference coordinator must be an efficient, effective and flexible planner. She should be tactful and should be able to establish rapport and to relate well to the community. She must be able to motivate and organize people. But most importantly, she must direct the progress of the planning committee as it develops the conference plans. An active, diverse and balanced planning committee is important. This small leadership group—usually less than eight people—should be broadly representative of varying Hispanic community interests and age groups.

In considering community women as planning committee members, you should ask:

- **What special knowledge or skill does she bring to the committee?**
- **Does she work cooperatively with others?**
- **Does she care about the success of this conference?**
- **Will she have time to do the work involved?**

The Adelante, Mujer Hispana conference chose Hispanas to serve as the coordinators, planning committee members, conference assistants, and workshop speakers and facilitators. It was important that they be effective role models. This in turn allowed the participants to relate to the conference speakers and facilitators.

Planning Committee Responsibilities/Responsibilidades

Your planning committee members are responsible for the following areas of conference preparation: the program, arrangements, promotion, registration, finances, and exhibits. The responsibilities should be delegated according to the individuals expertise.

If your conference coordinator has many people interested in helping, she can use them on subcommittees, such as registration, publicity, program arrangements, hostessing, etc. Planning committee members should chair such subcommittees and be responsible for the work being completed on time.

The Denver women's conference chose its planning committee from among Hispanas in federal and state government, education, business, and community groups. They served as successful role models for the participants. Committee functions were divided into four parts: (1) finance (2) registration and arrangements (3) reception, publicity and fund raising, and (4) speakers and workshop facilitators.

The coordinator let her committee know when to start each task, how many subcommittee people to involve, specifically what was to be done, and when that work should be completed.

Preparing your Workplan/Preparación

Your conference should be planned over a period of months so each task involved can be carefully accomplished, community interest and commitment can develop, and the media has ample opportunity to promote conference goals. (See Appendix A for a useful six month work plan.)

Planning meetings should be held once every two weeks during the first months of preparation, then each week of the month before the conference.

Selecting the Date/La Fecha

The decision on dates and times for holding your conference should be planned around the Hispanas and work responsibilities and should take into account the dates of other community affairs, school programs, and public meetings.

The Denver women's conference was planned for early January, when Christmas activities were over but before most school and training programs in the area began a winter session.

The Friday workshops were planned for the low-income, unemployed Hispana. The session began at 8:30 a.m. because the participating women's young children were in school and their husbands were at work. The afternoon session ended in time for the women to be at home when their children arrived from school and in time to prepare the family dinner.

The Saturday program was geared for the working Hispana seeking better jobs and upward mobility. This day was chosen because most of them would not be at work and could leave their children at home with another adult.

(For information on day care see page 9.)

"Excellent organization of the conference—As a Chicana I related to the Chicana presenters which made the conference more meaningful."

Selecting the Site/La Localidad

In considering your conference site, care must be given to choosing the most central, convenient and comfortable location accessible to potential conference participants. Local colleges, municipal buildings, community centers, libraries, and churches often have meeting facilities which can be used free of charge or for a minimal fee. In choosing a location, you should consider public transportation to the area and/or parking facilities that would be available to participants.

The Adelante, Mujer Hispana conference was held on a college campus in downtown Denver during the winter semester break. There was no charge for use of the school or parking facilities. Bus service was available to the campus area.

Getting the Funding/Los Fondos

Community organizations, government agencies, and businesses can be approached to underwrite conference costs.

Organizations may also be willing to loan equipment such as projectors, screens, and microphones, and donate such items as paper and envelopes for conference use. Educational, business, and community organizations often will allow you to use their duplicating equipment. They may be able to include your conference flyers or brochures in their mailings.

The Denver conference was sponsored by the Colorado Department of Labor and Employment, the Office of Manpower Training and Development, the U.S. Department of Labor—Women's Bureau, Metropolitan State College—Center for Education and Chicano Studies, the League of United Latin American Citizens, Las Mujeres and the Colorado Coalition for Full Employment. The planning committee utilized key community people and experienced fund-raisers to contact large corporations and businesses for assistance with finances or equipment. Representatives of the conference explained what they intended to accomplish, what the budget for the event was, and specified the financial or other help they wanted.

Equipment for the conference was supplied by government agencies. Local businesses donated materials to be included in conference packets. These included small address books donated by the telephone company, lapel pins from the U.S. Forest Service, statistical information from the Colorado Commission on Women, pencils, pads, and coloring books donated by other businesses.

The planners also approached:

- banks,
- suppliers, who were asked to match food or supplies bought from them for the conference,
- supermarkets, approached for money or gift certificates,
- Chamber of Commerce, which was asked for name tags and other such items,
- community and government agencies to provide mailing or duplicating services,
- local community centers to provide day care service for children of mothers attending the conference,
- private and public organizations to mail information to their members and
- individuals to volunteer time.

"It is wonderful to see women supporting other women. It was the first time I had a chance to listen to some very successful women. . . . I found them easy to relate to. I really liked the conference."

Keeping Track of the Funds/Las Cuentas

It is necessary for you to keep records of everything related to conference finance. The coordinator or planning committee member in charge of finance should open a special conference checking account about three months before the event, taking precaution to separate this from any personal money. All conference income and expenses should go through this special account. Keep written records of all expenses.

Involving the Community/La Comunidad

Once your conference goals and theme have been determined, and the agenda topics chosen, the planning committee must decide on the ways to reach the community and interest them in the conference. Basic publicity can be handled through posters, flyers, and the media and should be done bilingually.

Posters can be placed throughout the community a month or more in advance of the event giving the title, purpose, location, and particulars of the conference.

Find a local Hispana artist who may be happy to contribute her talent in designing a poster for the benefit of the conference.

Flyers with the basic conference information can also be sent to organizations and individuals alerting them to conference plans almost as soon as the details on location, timing, and theme are decided upon. (See Appendix B for sample flyers.)

Issue a press release to the local media a week to 10 days before the event takes place. This release should include all relevant information on the conference, an explanation of its objectives and background, a list of the names and credentials of the speakers, and suggested people for interviews. (See Appendix C for a sample press release.)

There is no substitute for personal appeal to newspaper editors and radio and TV station directors to interest them in the objectives of the conference and to elicit coverage. Use women and/or Hispanics that you know in the media to assist you. Appear on a radio or TV talk show to promote your conference. Also make use of Public Service Announcement (PSA's) time or radio and television. Contact stations at least four weeks in advance for a PSA. (See Appendix D for a selection of articles about the Denver conference.)

If possible, press kits should be available to reporters covering the conference. These should include: the program, copies of speeches, photographs and biographical sketches of the speakers, and material explaning the issues discussed during the program.

Additional community outreach may be required particularly if such conferences have never been held or where Hispanas may never have attended a conference.

In Denver an additional effort was made to reach the Spanish-speaking Community, the following Hispanic media resources were utilized:

- KBNO—Latino Broadcasting Corporation
- LA VOZ—Hispana de Colorado—Bilingual Community Newspaper
- La LUZ—National Hispanic Magazine
- Special Hispanic Television and Radio Programs

The Denver conference planners divided the city into four areas and determined the educational sites, agencies and community organizations within each one. Where possible an Hispanic contact was identified within each of these institutions.

Educational sites included:

- high schools,
- alternative schools,
- head start and day care programs,
- elementary schools,
- community colleges,
- universities,
- migrant programs, and
- private schools

Agencies included:

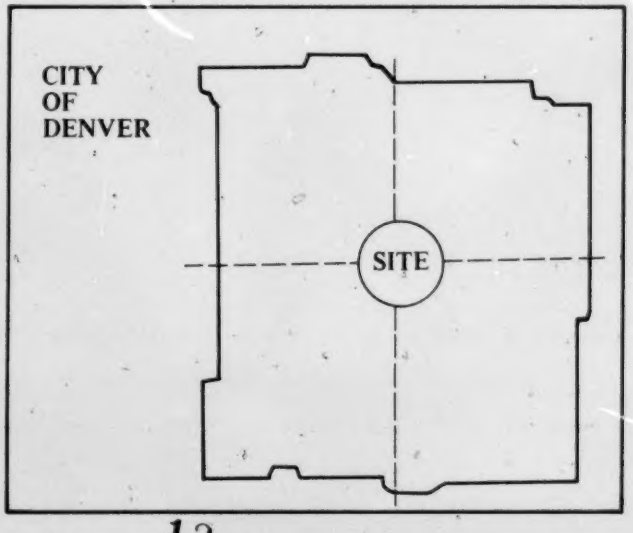
- city, state and federal offices,
- training and welfare agencies,
- corporations,
- industrial sites, and
- hospitals and neighborhood clinics.

Community organizations included:

- community centers,
- public and private women's organizations
- church groups,
- public housing projects, and
- nursing homes.

Some of the major Hispanic organizations contacted were:

- Servicios de la Raza,
- Richardo Falcon Community Center,
- Mi Casa Resource Center,
- G.I. Forum,
- Las Hermanas,
- LARASA—Latin American Research Service Agency,
- Colorado Migrant Council,
- LULAC Councils,
- Latino Chamber of Commerce,
- Hembra, Inc.
- Crusade for Justice, and
- IMAGE, Incorporated Mexican American Government Employees.



Each of the above were sent pre-conference flyers about two months before the conference date. They were then contacted to determine how each could be involved in the conference. Each organization, school or agency was asked to participate in any way it felt comfortable, and was given the choice of:

- serving on planning sub-committees,
- serving as a speaker or workshop facilitator,
- helping with registration,
- assisting as a hostess,
- helping to entertain,
- assisting in filling conference packets,
- assisting by personally calling or contacting other groups and low-income Hispanic women to make sure they had transportation and child care, and
- mailing flyers and putting up posters.

The conference planners involved as many of these groups as possible in different kinds of tasks. One person served as a facilitator, directing the volunteers and reporting their accomplishments to the proper committee chairperson.

During the weeks prior to the conference, planning committee members visited various Hispanic organization meetings where they explained the purpose of their conference, its importance to everyone present, and the time and place it was to be held. They then asked those present to come and to make a commitment to bring four more women with them. Hispanas like to go places in groups and bringing others encourages a commitment to attend. The initial contact was followed up with a phone call to a key contact within each of the organizations to determine how many women would be coming.

The Denver conference planners also personally placed posters in small local groceries, laundromats, bars, bingo halls, discos, church halls, Mexican restaurants, welfare and food stamp offices, and other places visited by Hispanic women. They spoke to people by phone and also went door-to-door to make personal contact, always encouraging women to come and bring their mothers, mothers-in-law, daughters, sisters and friends.

"I dropped out of high school and never graduated. Now I am married and have two kids. This conference has helped me to realize that I need to get back to complete my education."

Planning the Program/El Programa

In developing your program the conference objectives and the theme can guide you.

The Denver Conference planners wanted to emphasize the Hispanic culture to encourage feelings of self-esteem and pride in being an Hispana.

- The title Adelante, Mujer Hispana served this purpose above.
- The conference was planned by and for Hispanas. The keynote speakers and the workshop facilitators were also role models for the participants.

Whenever possible the keynote speakers and workshop facilitators were bilingual. The entertainment reflected the local Hispanic culture.

The personalized approach used throughout the entire conference provided an atmosphere where the participants could value and feel good about being women and Hispanas.

The Agenda. Your conference agenda or format should be designed to maintain interest and move at a good pace. Variety in activities scheduled, encouragement of participation, brevity of speeches (10 to 15 minutes maximum), and occasional breaks are important to the success of the program. (See Appendix E for a sample agenda.)

Conference welcoming remarks and keynote specches usually last no more than 15 minutes. The conference chairperson or coordinator usually gives a brief welcoming address at the beginning of the first session and introduces the keynote speakers who follow. Workshops and panel

discussions run about 90 minutes; 45 minutes given to presentation and 45 minutes for participant interaction. Coffee is generally served during registration. Lunch, served about noon, usually lasts 60 minutes.

Entertainment. While often ignored or used as an extra feature at conferences, entertainment incorporated into the conference program can become an important aspect of the total program. It can help to support your conference goals. It can liven the conference and give it a cultural flair.

The Denver women's conference included singing of traditional Hispanic songs at both the beginning and end of each day's sessions. This added an element of variety to the program and emphasized the cultural bond shared by the women in attendance. Spanish song sheets were included in the conference packet. The program also included both traditional Hispanic and modern dance presentations.

"The singing and the dances reinforced my culture and brought back pleasant memories and tears to my eyes."

Keynote Speakers and Workshop Facilitators. Keynote speakers and workshop facilitators must understand the objectives of the conference. For their presentations they must be knowledgeable about the issues that will be discussed, as they will set the tone for the conference.

In choosing speakers and facilitators for your conference, you must consider the following:

- **What background does she have?**
- **What have been her accomplishments?**
- **How knowledgeable is she about conference issues?**
- **Is she a good speaker?**
- **How does she relate to the Hispanic community?**
- **Will Hispanas come to hear her?**
- **Is she an effective role model for Hispanas?**
- **Is she bilingual?**
- **Does she have the skills to direct and conduct group work?**

Keynote speakers and workshop facilitators for the Denver women's conference were well-known Hispanas/Chicanas and were chosen for their expertise in education, employment and training.

Once a prospective speaker or workshop facilitator has been extended a verbal invitation to participate in the conference and has accepted, your planning committee should send her a written confirmation of the acceptance. (See Appendix F for a sample confirmation letter.)

It may be useful at this time to ask the speaker and/or facilitator for an outline of the material she will present, the supplies she will need, and a biographical sketch and photo of herself.

The Workshops. Conference workshops are effective learning experiences when well planned. Workshops are usually structured with information being presented first informally to small groups of people, who, are then encouraged to participate by asking questions, raising issues, and sharing experiences.

A 60–90 minute workshop period is suggested with half the time being used for the information to be presented and the other half for participant discussion.

Workshop topics should grow out of the objectives of your conference. "Brainstorm" with your planning committee members for specific ideas. Specific topics like "Job Rights" or "Hispanic Talent in the Media" are usually more effective for workshop discussion than general topics like "Where Are We Now?"

Equipment and Materials. When speakers or workshop presenters accept invitations to participate in the conference, it is advisable to ask them what materials or equipment they will need for their presentations.

Organizations and agencies participating in the conference will often loan equipment such as microphones and overhead projectors and should be approached to do so.

The Denver planning committee used a workshop approach to communicate and develop ideas appropriate for the Adelante, Mujer Hispana conference. They informed workshop facilitators of the subjects they wanted on the program in their initial requests.

Four workshops were given each day, each one being held twice. Planners found 90 minute periods most useful.

The Friday session of the Denver conference focused on topics specific to the needs of the low-income, unemployed Hispana. The Saturday session treated subjects important to the employed Hispana seeking upward mobility. (See Appendix G for a list of workshop topics.)

Supporting the Program/Ortras Actividades

Registration. A simple efficient registration system will help get your conference off to a smooth start. Mailing a pre-registration form as part of the conference information flyer is a useful first step. This should be filled out by those planning to attend and returned by mail, giving your conference planners some idea of the number that might attend. However, be prepared for many more than the number responding. If your conference is open and free, state on the flyer that pre-registration helps in planning for facilities, workshops, and meals. (See Appendix B and H for sample pre-registration and registration forms.)

"Excellent sessions. Presenters were candid, open, and very willing to share their experiences and knowledge. We need more workshops that will give a feeling of sharing and caring which can inspire us to move and take action."

On the day of your conference, clearly marked tables near the entrance door will show participants where they can register and pick up their conference information packets. Save all registration forms. Names and other information on them can be filed for future use. Some conference planners also set up a second table for information and for taking care of problems.

The Denver conference planners used the registration information for a booklet identifying women in various types of work and for developing a speaker's bureau, and will be used to develop an Hispana network.

Day Care. Day care must be considered for participant's children who cannot be left at home. This is best provided by licensed agencies or community child care centers that will donate their services in exchange for free conference sessions and meals or simply to benefit the conference. Responsibilty for day care by the conference itself can involve problems of health, safety, and liability and may not be the best option.

Food. Your conference meal should provide a relaxing break in the day's activities and give participants an opportunity to get to know each other. A period of 60 minutes is usually allowed for this.

Hostesses at each table can encourage conversation and extend the atmosphere of "amistad y unidad".

Note: Meals should be easy to serve and easy to handle. Avoid food that might spoil.

The first day of the Denver conference sandwich fixings were provided; the second day women bought "burritos" from a community agency which provided the meal as a fund raiser.

Exhibits. In giving your conference consider whether exhibits will compliment your goals and objectives. Make sure there is adequate space for them.

If exhibitors are included at your conference, the planning or exhibits committee will have to:

- **decide on the type of exhibits,**
- **make contact with prospective exhibitors,**
- **establish rules regarding dates and hours for exhibit installation, display and dismanteling,**
- **decide and inform the exhibitor when to be present so as to answer questions,**
- **decide on how the exhibits will be arranged on the floor space available, and**
- **check with the management of the conference site for compliance with rules regarding exhibit.**

Exhibitors should agree to make no claims against conference sponsors for loss or damage to their property.

Exhibitors should also agree to pay handling charges if they fail to remove their property as agreed. They must also be reminded to take all necessary fire, safety, and health precautions.

The Denver planners held a job fair in conjunction with their conference to compliment the theme of education and employment for Hispanic women.

Included among 50 exhibitors were federal agencies, community groups, public schools recruiting bilingual teachers, a business college, and a Hispana-owned book store. Exhibitors had been solicited by letter or phone and were not charged for participating. Some exhibitors recruited women for jobs, others offered scholarships, and still others information on service and programs of interest to Hispanas. The conference found it valuable to have exhibits on display during the hours when women were registering and socializing.

Pre-Conference Briefing. A pre-conference briefing session for your conference speakers, facilitators and helpers is important to make sure there are no questions and everything has been taken care of. One possibility is to combine the briefing with an early evening social gathering a few days before the event.

"I would like to learn much more. See I was married for twelve years and my husband shut me out of everything. Now for the first time I feel so good and I need to learn and really want to. I'm starting a new life with just my children and myself."

CONFERENCE RESULTS/LOS RESULTADOS

Evaluation/Evaluación

If evaluation forms are used, make sure the participant knows how to fill them out. An effort must be made to collect the evaluation forms since participants might leave without filling them out, announce the time and place for their collection or assign someone to pick them up as they leave the sessions. Evaluation sheets as part of the conference packet can give you important feedback on the impact of the program. Speakers and workshop facilitators can learn how the participants felt about their presentation. You can learn what the participants would like to have at future events.

Evaluation sheets can also be useful in preparing a conference report. (See Appendix I for sample evaluation form.)

Closing Out/Terminación

All bills should be paid no later than two weeks after your conference, or as soon as possible. Thank you notes should be sent to those who contributed their services or money on behalf of the conference. (See Appendix K for sample conference thank you note.)

Reception/Recepción

A reception can be an effective way of closing the conference. It can help to acknowledge the conference workers and can also include people in the business community to give them an overview or summary of the conference. (See Appendix J for a sample invitation.)

Follow-up Publicity/Publicidad

Follow-up activities after your conference should include sending another press release that summarizes conference activities, include pictures of the participants and biographical data, interesting statements and background information. This release can also be mailed to organizations for publication. (See Appendix L for an example.)

Como esta conferencia
nació de amor
Podernos hacer una cosa más,
para dar un sentimiento
de amor

Todas èn cada (row)
Àgarren la mano de
su vecina y todas juntas
de lado a lado "squeeze"
la mano de las herma
para que se pasé el amor
y el gran sentimiento de
la amistad.

Poem written at the end of the first Colorado Education and Employment Conference for Hispanic women by a 65 year old woman attending her first conference.

La Chicana

Parece que llegando
Miradas para acá
Miradas para allá
Y luego se dice
¿Quiénes son?
Y se alumbra el alrededor
Con la brillancilla
De la Chicana
El encanto de nuestra vida
Es la Tamalera, ay, que bueno
Es la Maestra-fortuna de nuestros hijos
Es la Profesora
la Abogada, la community worker
Y principalmente
La Madre de Nuestra Vida
Seguro que si se ve
La Chicana
Por todos rumbos y
A todos alcances de la vista
Aquí estamos por hoy
Y por siempre
Listas, Orgullosas, Brillantes
Somos sin más
el núcleo de la Raza
Que Viva La Chicana

Poema dedicado a las participantes del la conferencia, Adelante, Mujer Hispana por Flor Saiz—Chicana Poet, Denver, Colorado.

APPENDICES/APENDICE

APPENDIX A
Conference Workplan

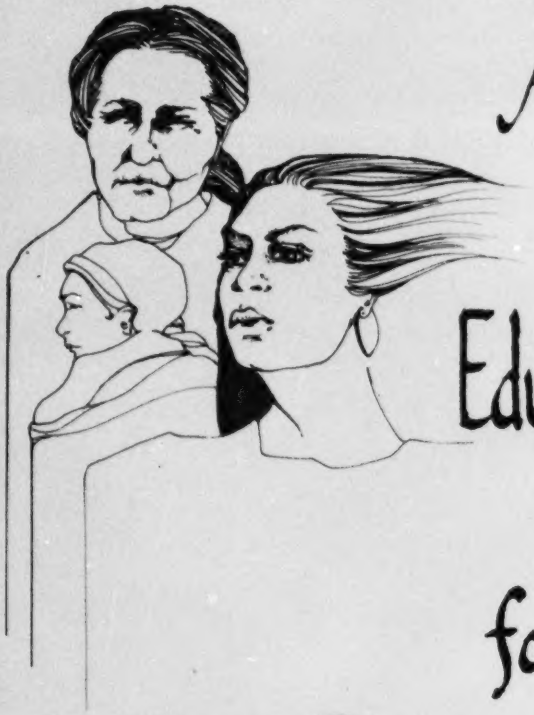
Before Conference

4 to 6 months	Start planning.
	Choose or Assign Conference Coordinator.
	Organize planning committee and schedule regular progress meetings.
	Look at community needs, issues and concerns.
	Select theme/focus of conference.
3 months	Schedule conference.
	Select conference site and make initial arrangements for space, meals, coffee, and necessary equipment.
	Decide on how meals are to be provided.
	Set registration fee, if not otherwise funded. (It should cover costs such as lunch, coffee breaks, and rental of equipment.)
	Hire or assign clerical support or organize community volunteers will assist.
2 months	Draft preliminary program and invite speakers and facilitators.
	Draft program, announcements, and invitations, and have them printed.
	Compile mailing lists and contact community groups, local private and civic organizations and unions about using their mailing lists or enclosing conference materials in one of their mailings.
	Mail announcements, invitations, and registration forms.
	Set up conference bank account to facilitate collection of registration fees and payment of conference expenses (optional).

	Confirm conference schedule, including coffee-breaks and luncheon arrangements, with conference site.
1 month	Finalize conference program agenda.
	Reconfirm conference schedule, including coffeebreaks and luncheon arrangements, with conference site.
	Arrange for conference reporting, including transcripts, recording, or other methods you will be using to keep a record of conference proceedings.
	Contact members of target groups that are not well represented among the pre-registered.
	Confirm arrangements for rental equipment, hiring of photographer, etc.
	Contact TV and radio program managers for TV interviews or PSA's.
	Issue press release.
	Arrange for overnight accomodations if needed for conference speakers or facilitators.
2 weeks	Call or send information to speakers and facilitators about the briefing session.
	Follow up with local newspaper, news directors and assignment editors or city editors personally to insure media coverage.
	If needed arrange for press conference with key conference chair or designated persons.
	Prepare conference folders/handouts for participants.
	Reconfirm arrangements with conference site, and arrange a time to set up tables for registration, press, and exhibits.
	Assign specific persons, to meet with media to assist them with interviews, press handouts or fact sheets.
	Hold briefing session with speakers, facilitators, and other program helpers.

Day before	Call local media and remind them of conference.
	Check to make sure that meeting rooms are set up for the next day.
	Meet with planning committee to make sure everyone knows duties and responsibilities.
Conference Day	Start registration at least 1 hour before opening of conference.
	At least 1 hour before conference time, make last minute check of meeting rooms, microphones, audio-visual equipment, coffee service.
	Collect evaluation forms.
	Closeout site and exhibitors.
After Conference	
Within 1 week	Close out Pay conference site Pay fees for rental of equipment and other services, if any.
	Return borrowed equipment, films, exhibits to owners.
	Tabulate and analyze evaluation forms.
	Complete final accounting, close conference account.
	Call or write program speakers and facilitators to thank them for their help.

APPENDIX B
Sample Preliminary Flyer



Adelante, Mujer Hispana

Education-Employment Conference

for Hispanic Women

Friday, January 11, 1980 8:30 A.M.-4:00 P.M.
Saturday, January 12, 1980 8:30 A.M.-4:00 P.M.

St. Cajeton's Church

Auraria Higher Education Center
9th and Lawrence -Denver

For information call - Irene Ibarra 839-3165
Alicia Cuarón 837-4138

No registration fee

Sponsors: Governor's Special Grant Unit
Womens Bureau - U.S. Dept. of Labor
Colorado Coalition for Full Employment
Metropolitan State College
Center for Education
Chicano Studies

U.S. Department of Labor
Women's Bureau
14th Floor
1961 Stout Street
Denver, Colorado 80 294

POSTAGE AND FEES PAID
U S DEPARTMENT OF LABOR
LAB 441

U.S.MAIL

Adelante, Mujer Hispana

First Colorado Education and Employment Conference for Hispanic Women

Auraria Higher Education Center
St. Cajeton Church
9th and Lawrence
Denver, Colorado

U.S. DEPARTMENT OF LABOR
WOMEN'S BUREAU
FEDERAL BUILDING. 14TH FLOOR
1961 STOUT STREET
DENVER. COLORADO 80294

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE $300

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF LABOR
LAB 441

U.S.MAIL

Dr. Alicia Cuarón
U. S. Department of Labor
Women's Bureau
14th Floor
1961 Stout Street
Denver, Colorado 80294

Bienvenidas Todas

First Colorado Education and Employment Conference for Hispanic Women

Friday, January 11, 1980

For low-income Hispanic Women seeking employment.

8:30 Registration/Job Fair
9:30 Welcome/Getting Acquainted
10:30 Keynote Speaker
11:00 Workshop Sessions:

- Quién Soy
- Learning to Manage Your Home and Work Life
- How To Find a Job
- Job Rights
- How to Manage Your Money Wisely
- Education and Training - Key to Success
- How to Survive in the World of Work
- Hispanic Women in Non-Traditional Roles

12:30 Lunch
1:30 Workshop Sessions
3:00 Adiós: Canciónes/Bailes

Women attending Friday must Contact:
Irene Ibarra - 839-3165
Dr. Alicia Cuarón - 837-4139
by January 8, 1980.
Meals Provided

Sponsored by:

Colorado Dept. of Labor and Employment
Office of Manpower Planning and Development
U.S. Department of Labor Women's Bureau

- Metropolitan State College - Center for Education and Chicano Studies
- League of United Latin American Citizens - Las Mujeres
- Colorado Coalition for Full Employment

Saturday, January 12, 1980

For Hispanic Women seeking better jobs and upward career mobility.

8:30 Registration/Job Fair
9:30 Welcome/Getting Acquainted
10:30 Keynote Speaker
11:00 Workshop Sessions:

- Leadership Development/Personal Power
- Time Management and Goal Setting
- How to Begin Your Own Business
- Professional Development for the Managerial Women
- Becoming a Super Saleswoman
- Filling out SF 171/Resume Writing
- Employment/Legal Rights
- Assertiveness Training
- Chicana Talent in Media
- Relaxation/Stress Management
- Risk Taking and Decision Making

12:30 Lunch - Open
1:30 Workshop Sessions
3:00 Adiós: Canciónes
6:00 to
8:00 Recepción - Hispanas Unidas

For Hispanic Women of all ages.
No Registration Fee-Gratis
Campus Parking Available 75 cents

REGISTRATION FORM

Saturday Only
January 12, 1980

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

GRATIS - NO REGISTRATION FEE - PLEASE RETURN BY JANUARY 9, 1980

APPENDIX C
Sample Press Release

News

United States Department of Labor

Office of Information — Denver, Colo. 80294

WOMEN'S BUREAU — 98-WB — 12-21-79

Contact: Ernie Sanchez
Office: 303/837-4234
Home: 303/458-0958

FOR IMMEDIATE RELEASE

COLORADO EDUCATION AND EMPLOYMENT CONFERENCE
FOR HISPANIC WOMEN SET IN DENVER JAN. 11--12

The first Colorado education and employment conference for Hispanic women is expected to attract 700 participants from the Denver, Pueblo, Boulder, Colorado Springs, Ft. Collins and Greeley areas Jan. 11 and 12.

The free conference called "Adelante, Mujer Hispana (Onward Hispanic Woman)" will be held both days from 8:30 a.m. to 4.p.m., at the old St. Cajetan's Church, Auraria Higher Education Center, 19th and Lawrence Streets in Denver.

It is being sponsored by the U.S. Labor Department's Women's Bureau, the Governor's Special Grant Unit, Division of Employment and Training, and the Metropolitan State College Center for Education and Chicano Studies, in cooperation with the Colorado Coalition for Full Employment and Las Mujeres de LULAC.

On Friday, Jan. 11, the first day's session, the focus will be on low income and unemployed women, while Saturday's session will be directed at employed women seeking better jobs and upward mobility, said Dr. Alicia Cuaron, chairperson of the conference and on a special assignment as a Social Science Program Specialist for the Women's Bureau.

"Hispanic women are the most disadvantaged group in Colorado. They have the lowest income of any racial/ethnic group and often find themselves in low-skilled dead-end jobs," said Dr. Cuaron, an assistant professor of

(more)

Issued at 1468 Federal Office Bldg., 1961 Stout St., Denver, Colorado 80294

education at Metropolitan State College. That's part of the rationale behind the first day's session, she noted. About 200 women are expected Friday.

Keynote speaker that morning will be Rosalie Martinez, director of the Colorado Bilingual Unit, state Department of Education. Friday's proceedings will include a "Job Fair", and workshops dealing with Job Search, Job Rights, Nontraditional skills trades, Learning to Manage your Work and Home Life, Education--Key to Success, "Who Am I?", Managing Money Wisely, and How to Survive in the World of Work.

Saturday's session "will be the first organized effort to let Colorado Hispanic women know about other professionals or community leaders who are women," Dr. Cuaron added. It's aimed at establishing communication, visibility, a support system, and eventually "Mujeres en Accion"---The Colorado Hispanic Women's Network, she said.

The Network is needed, she said, for ongoing communications and the recognition of Hispanic women in professional and specialized fields. There's a need to let the public know there are competent and qualified Hispanic women in various walks of life, and these women need to know each other, she continued.

Keynote speaker on Saturday will be Dr. Arlene Vigil-Sutton, Regional Administrator for Human Services Development of the U.S. Department of Health, Education and Welfare.

About 500 women are expected to attend this meeting emphasizing leadership development and personal power, time management and goal setting, sales, resumé writing, media, stress management, assertiveness training, the managerial woman, employment and legal rights, risk-taking and decision making, and "How to Begin Your Own Business."

Some of the groups cooperating and making presentations are: HEMBRA, IMAGE, El Camino Real Bookstore, Mi Casa Resource Center, the University of Northern Colorado Mexican-American Women's Studies group, Project Bueno, the Colorado Commission on the Status of Women, Las Hermanas, Colorado Migrant Council, and Ricardo Falcon Community Center.

Though the conference is free, and registration is not required, those planning to attend should call Dr. Cuaron at 837-4138 or Irene Ibarra at 839-3165.

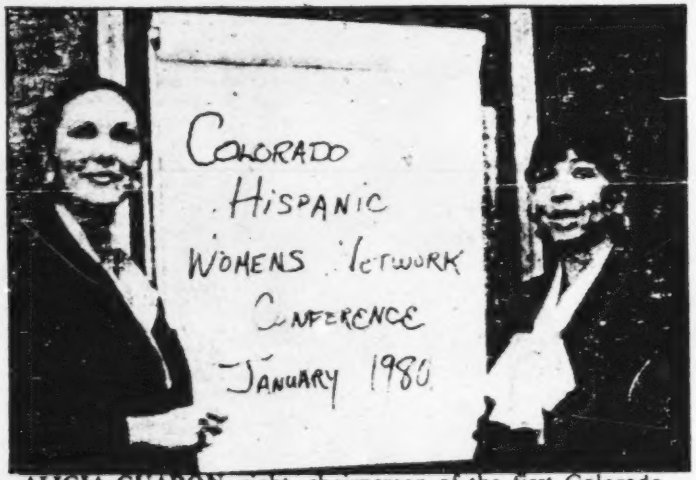
Hispana Job, Education Conference Jan. 11-12

The first Colorado education and employment conference for Hispanic women is expected to attract 700 participants from the Denver, Pueblo, Boulder, Colorado Springs, Ft. Collins and Greeley areas Jan. 11 and 12.

The free conference called "Adelante, Mujer Hispana (On ward Hispanic Woman)" will be held both days from 8:30 a.m. to 4 p.m., at the old St. Cajetan's Church, Auraria Higher Education Center, 19th and Lawrence Streets in Denver.

It is being sponsored by the U.S. Labor Department's Women's Bureau, the Governor's Special Grant Unit, Division of Employment and Training, and the Metropolitan State College Center for Education and Chicano Studies, in cooperation with the Colorado Coalition for Full Employment and Las Mujeres de LULAC.

On Friday, Jan. 11, the first day's session, the focus will be on low income and unemployed women, while Saturday's session will be directed at employed women seeking better jobs and upward mobility, said Dr. Alicia Cuaron, chairperson of the conference and on a special assignment as a Social Science Program Specialist for the Women's Bureau.



ALICIA CUARON, right, chairperson of the first Colorado education and employment conference for Hispanic women, and Patricia Barela-Rivera, left, make plans for the conference entitled "Adelante, Mujer Hispana."

"Hispanic women are the most disadvantaged group in Colorado."

Keynote speaker the first morning will be Rosalie Martinez, director of the Colorado Bilingual Unit, state Department of Education. Friday's proceedings will include a "Job Fair," and workshops dealing with Job Search, Job Rights, Nontraditional Skills Trades, Learning to Manage your Work and Home Life, Education--Key to Success, "Who Am I?," Managing Money Wisely, and How to Survive in the World of Work.

Para La Mujer

Saturday's session "will be the first organized effort to let Colorado Hispanic women know about other professionals or community leaders who are women," Dr. Cuaron added on forming a Network.

Keynote speaker on Saturday will be Dr. Arlene Vigil-Sutton, Regional Administrator for Human Services Development.

About 500 women are expected to attend this meeting emphasizing leadership development and personal power, time management and goal setting, sales, resume, writing, media, stress management, assertiveness training, the managerial woman, employment and legal rights, risk-taking and decision making, and "How to Begin Your Own Business."

Though the conference is free and registration is not required, those planning to attend should call Dr. Cuaron at 837-4138 or Irene Ibarra at 839-3165.

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APPENDIX D
Sample
Pre-Conference Newspaper Articles

LIVING '80

THE DENVER POST Fri., Jan. 4, 1980 27 SECTION D

First Hispanic 'Job Fair' Set

By BARBARA BORST
Denver Post Staff Writer

The first Colorado education and employment conference for Hispanic women, planned for Jan. 11 and 12, will include a "job fair," workshops and efforts to start a network among Colorado's Hispanic women.

"Adelante, Mujer Hispana" is designed to interest both women who are looking for employment and employed women who want to advance. Women of all ages are invited, including high school juniors and seniors. Admission is free.

Conference coordinator Dr. Alicia Cuaron said "Adelante, Mujer Hispana" is the first conference in the state for Hispanic women. All presenters will be Hispanic women professionals with expertise in a variety of areas. They should serve as models as well as speakers, Cuaron said.

"Hispanic women are the most disadvantaged group in Colorado," she continued. "They have the lowest income of any racial or ethnic group and often find themselves in low-skilled, dead-end jobs.

"Yet a large percentage of Hispanic households are headed by women, as with most minority groups," she added. The program will emphasize positive ethnic concept as well as practical skills and career-goal setting, she said.

THE CONFERENCE will meet at St. Cajetan's Church, Auraria Higher Education Center, 19th and Lawrence streets in Denver. Registration will be from 8:30 until 9:30 a.m. each day. Workshops will end at 3 p.m. and women are welcome to come for any part of the conference.

Sponsors are the U.S. Labor Department's Women's Bureau, the Governor's Special Grant Unit, Division of Employment and Training, and the Metropolitan State College Center for Education and Chicano Studies. The Colorado Coalition for Full Employment and Las Mujeres de LULAC also are assisting with the conference.

The first session will focus on low-income and unemployed women while the second day's program will address employed women who seek better jobs and upward mobility.

The job fair will feature booths from many employment agencies and training programs such as Emily Griffith Opportunity School, community colleges, some private businesses and a variety of government programs.

The program will cover leadership, time management, goal setting, resume writing, sales, managerial skills, stress management, assertiveness training, legal rights and starting a small business.

ROSALIE MARTINEZ, director of the Colorado Bilingual Unit of the state Department of Education, will be the keynote speaker the first day. Workshops will include job search, job rights, non-traditional trades, learning to manage work and home life, education, managing money and surviving the work world.

The second day's keynote speaker will be Dr. Arlene Vigil-Sutton, regional administrator for human services development with the U.S. Department of Health, Education and Welfare. The second day's program will be the first organized effort to inform Colorado Hispanic women about other professionals and community leaders who are women, Cuaron said.

Work already has begun on a booklet — "Mujeres in Accion" — that will help to form a network of communication, support and recognition among Hispanic women in professional and specialized fields, she continued. The booklet will list Hispanic women in a variety of professions in key cities throughout the state, a list that will provide contacts for Hispanic women in finding or preparing for specific jobs.

Patricia Barela-Rivera, a civil rights specialist with the U.S. Forest Service; Irene Ibarra of the Colorado Office of Manpower, Planning and Development; and Linda Alvarado, who owns and operates Alvarado Construction Co., also are coordinators of the conference. Cuaron is an assistant professor of education at Metropolitan State College and is on assignment as a social science program specialist for the Labor Department's women's bureau.

MEALS WILL BE provided for low-income women during the first day's conference and community centers are being asked to provide day-care for participants' children.

The conference will end with a reception for community, business and government leaders of all backgrounds, as well as conference participants, from 6-8 p.m. Jan. 12.

"This is part of trying to make ourselves visible. We want the community to see us as we see ourselves — newly emerging women," Cuaron said.

Although registration is not required, those planning to attend the conference should telephone Cuaron at 837-4138 or Ibarra at 839-3165.

Hispanic Women Job Conference Planned

BEST COPY AVAILABLE

APPENDIX E
Sample Agenda

Title _____ Date _____ Place _____

Morning

8:30	Registration/Coffee/Job Fair
9:30	Welcome/Getting Acquainted-Mexician Songs
10:30	Keynote Speakers
11:00	Workshops (1½ hrs. length) (Select one only)
	A. Title -Presentor's Name
	B. _____
	C. _____
	D. _____
12:30 - 1:30	Lunch (Served on site)

Afternoon

1:30	Workshop Sessions (Repeat above)
3:00	Closing: Adiós
	Entertainment/Songs/Dance Groups

Actual Agenda

Bienvenidas Todas
Adelante, Mujer Hispana
First Colorado Education and Employment Conference for Hispanic Women
Auraria Higher Education Center for Hispanic Women
St. Cajeton's Church
9th & Lawrence
Denver, Colorado

Friday, January 11, 1980

For low-income Hispanic Women seeking employment.

8:30	Registration/Job Fair
9:30	Welcome/Getting Acquainted
10:30	Keynote Speakers: Rosalie Martinez, Director, Bilingual Unit, Colorado Dept. of Education Laura de Herrera, State Representative Lillian Gutierrez, State President LULAC
11:00	Workshop Sessions: • Quién Soy • Learning to Manage Your Home and Work Life • How to Find a Job • Job Rights • How to Manage Your Money Wisely • Education and Training - Key to Success • How to Survive in the World of Work • Hispanic Women in Non-Traditional Roles
12:30	Lunch
1:30	Workshop Sessions
3:00	Adiós: Canciónes/Bailes

Saturday, January 12, 1980

For Hispanic Women seeking better jobs and upward career mobility.

8:30	Registration/Job Fair
9:30	Welcome/Getting Acquainted
10:30	Keynote Speakers: Polly Baca Barragan, State Senator Dr. Arlene Vigil Sutton, Regional Administrator, Office of Human Development, U.S. Dept. of Health and Human Services
11:00	Workshop Sessions: • Leadership Development/Personal Power • Time Management and Goal Setting • How to Begin Your Own Business • Professional Development for Managerial Women • Becoming Super Saleswomen • Filling out SF 171/Resume Writing • Employment/Legal Rights • Assertiveness Training • Chicana Talent Media • Relaxation/Stress Management • Risk Taking and Decision Making
12:30	Lunch - Open
1:30	Workshop Sessions
3:00	Adiós: Canciónes/Bailes
6:00 - 8:00	Recepción - Hispanas Unidas

APPENDIX F
Sample Confirmation Letter

January, 1986

Querida Amiga:

Thank you very much for agreeing to be a workshop facilitator for the Adelante, Mujer Hispana Women's Conference.

Your specific workshop entitled _____ will be in room _____. Please let us know if there is any special equipment or room arrangements needed for your presentation.

At the beginning of the general session at 9:30, Dr. Cuaron will give instructions on how to find the room of your workshop.

Your workshop seating accommodations are _____.

Your packet includes enough evaluations for your workshop, which is the above number plus twenty. Please pass these out and collect them at the end of each of your sessions. You will have one set for the morning and one for the afternoon. At the end of the day, please return all the evaluations to the facilitators table at St. Cajeton's Church.

We sincerely appreciate the time and energy you have devoted to the conference. It could not have happened without you.

Sinceramente,

Program Chair

APPENDIX G
Workshop Topics

Adelante, Mujer Hispana
First Colorado Education and Employment
Conference For Hispanic Women

WORKSHOPS
FRIDAY, JANUARY 11, 1980
11:00 - 12:30 and 1:30 - 3:00

Session 1 ¿Quién Soy? - Who Am I?

Room: West Classroom 259
Presenter: Rose Mary Valladolid
Holistic Nurse Practioner
Community College

This session will help you identify your individual strengths and weaknesses; and learn how to feel more self-confident by developing long and short range goals for your personal and work life.

Session 2 Learning to Manage Your Home and Work Life

Room: West Classroom 264
Presenter: Juanita Leon
Colorado Migrant Council

This workshop will give you some helpful hints on how to effectively organize your work and home life.

Session 3 How to Find a Job

Room: West Classroom 261
Presenters: Carmen Lucero
Ricardo Falcon Community Center

Irene Ibarra
Colorado Office of Manpower and Training
Development

This workshop will provide information on how to look for a job; resources to use and some of the common mistakes we make in looking for jobs.

Session 4 Job Rights

Room: West Classroom 255
Presenters: Angie Bernal
Colorado Migrant Council

Helen Lucero
Las Hermanas

This workshop will cover some of the things to watch for when you apply for a job or have an interview. Find out about benefits, wages and career opportunities as part of your job rights.

Session 5 How to Manage Your Money Wisely

Room: West Classroom 232
Presenter: Anita Martinez
W.I.C.H.E.

This workshop will assist you in preparing a home budget with tips for money management, opening and balancing a checking and savings account and establishing credit.

Session 6 Education and Training - Key to Success

Room: West Classroom 234
Presenter: Beatriz Martinez Kennison
BUENO Training Project

Through education and training you can get the job you want, with the right pay and the career of your choice! Get the job that is right for you. Don't settle for less.

Session 7 How to Survive in the World of Work

Room: West Classroom 245
Presenters: Patricia Barela Rivera
U.S. Forest Service,Las Mujeres LULAC

Linda Alvarado
Latino Chamber of Commerce

Learn how to cope within the system and do the best job possible.

Session 8 — Hispanic Women in Non-Traditional Roles

Room: West Classroom 231
Presenter: Gail Martinez
Better Jobs for Women

Better jobs for women in the skilled trades will be the emphasis of this workshop. Pro's and con's of entering the skilled trades will be discussed, along with the "how to's" of entering the skilled trades.

WORKSHOPS
SATURDAY, JANUARY 12, 1980
11:00 - 12:30 and 1:30 - 3:00

Session 1 — Leadership Development/Personal Power

Room: Science Bldg. 220
Presenter: Lillian Gutierrez
H.E.W. Civil Rights Specialist

You can be a leader. Make personal power work for you. Learn how to take action as an individual and as a group.

Session 2 — Time Management and Goal Setting

Room: Science Bldg. 222
Presenter: Annette Lopez
Women/Mexican-American Studies
University of Northern Colorado

Learn how to complete job tasks by utilizing your time effectively and setting realistic attainable goals.

Session 3 — How to Begin Your Own Business

Room: Science Bldg. 201
Presenter: Linda Martinez Alvarado
Alvarado Construction Company

This workshop will cover deciding what business to begin, developing a marketing plan, 8-A business certification, utilization of government and private programs for business development.

Session 4 Professional Development for Managerial Women

Room: Science Bldg. 115
Presenter: Flor Saiz
Barnes Business College

Become self-directed. Explore alternative courses for personal and professional growth and development. Become a top-level executive.

Session 5 Becoming Super Saleswomen

Room: Science Bldg. 112
Presenter: Rachel Maes
Real Estate Agent

A career in sales can give you a flexible lifestyle and a good income. The sales area offers tremendous opportunities for financial success.

Session 6 Filling out an SF171/Resume Writing

Room: Science Bldg. 327
Presenters: Rita C. Silva
HEMBRA/E.E.O. Specialist Bureau of Mines

Mary Ann Vasquez
IMAGE, General Services Administration

Want a federal job? Learn how to fill out a 171 federal form and get a high rating by highlighting your experience and education.

Session 7 Employment/Legal Rights

Room: Science Bldg., Lecture Room 119
Presenter: Ruth Casarez-Anderson
Attorney-At-Law

This workshop will examine generally the state of domestic relations law in Colorado as well as explore some of the consequences women must face after a dissolution of marriage. Legal rights of women in the areas of employment, education and consumerism will be discussed.

Session 8 Assertiveness Training

Room: Science Bldg. 113
Presenter: Debbie Pollack
Mi Casa Resource Center
HEMBRA, Inc.

This workshop will provide you with some ideas on how to communicate in a more positive and effective manner and increase your self confidence.

Session 9 Chicana Talent in the Media

Room: Science Bldg. 111
Presenters: Nita Marquez
Crusade for Justice, R.A.M.A.

Margie Rodriguez
LA VOZ

María Garcia
KBNO Radio Station

This workshop will focus on two objectives:

1. Chicanas presently working in various areas of media will highlight the opportunities available in employment and training in this area.
2. Realities of employment and/or advancement will be explored emphasizing needed skills and education.

Session 10 Relaxation/Stress Management

Room: Science Bldg. 212
Presenter: Terry Juarez
Denver Public Schools
Special Education

Anyone can experience stress on the job. This workshop will teach you how to relax and cope with everyday tension.

Session 11 Risk Taking and Decision Making

Room: Science Bldg. 203
Presenter: Rita Caldwell
Mountain Bell

This is a workshop to learn to use a decision making model in weighing alternatives to arrive at the best problem solution possible.

APPENDIX H
Sample Registration Form

Mujeres En Acción

Colorado Hispanic Women's Network

NAME _____

PHONE Work _____

Home _____

ADDRESS _____
(Street)

_____
(City) (State) (Zip Code)

PRESENT JOB TITLE _____

PLACE OF EMPLOYMENT _____

SPECIALTY AREA _____

_____

_____

ORGANIZATIONS/AWARDS AND RECOGNITION _____

_____

_____

_____

HOW CAN YOU ASSIST IN THE HISPANIC COMMUNITY? _____

_____

_____

_____

_____
(over if additional space is needed)

For Additional Information Call: Alicia V. Cuarón - 837-4138
U.S. Department of Labor Women's Bureau

APPENDIX I
Evaluation Form

FIRST COLORADO EDUCATION AND EMPLOYMENT
CONFERENCE FOR HISPANIC WOMEN
Workshop Evaluation

Workshop Title _____

Date _____

Facilitator _____

Please circle the number that best describes how you feel about the statements below. Number five (5) is the highest response and one (1) the lowest.

1. In general, the quality of the workshop was:
   Excellent 5 4 3 2 1 Poor

2. The purpose of the workshop was stated:
   Excellent 5 4 3 2 1 Poor

3. The organization of the workshop was:
   Excellent 5 4 3 2 1 Poor

4. The amount of information covered was:
   Excellent 5 4 3 2 1 Poor

5. The time allowed for the workshop was:
   Excellent 5 4 3 2 1 Poor

6. The handouts and other materials, if any, were:
   Excellent 5 4 3 2 1 Poor

Overall Conference Evaluation

7. The workshop topics were:
   Excellent 5 4 3 2 1 Poor

8. Would you like to have more conference or workshops like these in the future?
   Excellent 5 4 3 2 1 Poor

9. List either areas or workshops that you would like to have presented in the future?

   _____

   _____

10. Additional Comments: _____

    _____

APPENDIX J
Reception Invitation

COMMUNITY RECEPTION

YOU ARE CORDIALLY INVITED TO:

(TITLE OF CONFERENCE)

ON

(DATE)

(TIME)

(PLACE)

(FOR)

Actual Announcement

You are Cordially Invited
to a Reception
Following the
Adelante, Mujer Hispana
First Colorado Education and Employment
Conference for Hispanic Women
Saturday, January 12, 1980
6:00 p.m. til 8:00 p.m.
KWGN T.V. - Channel 2 Studio
550 Lincoln Street
Denver, Colorado

wine and cheese

APPENDIX K
Follow-Up Thank You Note

Adelante, Mujer Hispana

First Colorado Education and Employment Conference for Hispanic Women

February 25, 1980

ESTIMADA AMIGA,

Le escribimos la presente para saludarla y al mismo tiempo darle las gracias por su dedicación y ayuda en la conferencia, ADELANTE, MUJER HISPANA.

On behalf of the 1,000 Hispana/Chicana participants we would like to express our gratitude for your significant contribution in helping us to make the First Colorado Education and Employment Conference for Hispanic Women an outstanding success.

Otra vez, mil gracias, querida Hermana.

SINCERAMENTE,

Patricia Barela Rivera
Alicia Valladolid Cuarón
Linda Martinez Alvarado
Irene Ibarra

APPENDIX L
Sample Post-Conference Press Release

News

United States Department of Labor

Office of Information — Denver, Colo. 80294

WOMEN'S BUREAU — 4-80 — 2-4-80

Contact: Ernie Sanchez
Office: 837-4234
Home: 458-0958

FOR IMMEDIATE RELEASE

EMPLOYMENT AND EDUCATION CONFERENCE
FOR HISPANIC WOMEN DRAWS NEARLY 1,000

"Their numbers and their concerns indicated a tremendous need," said a tired but gratified Dr. Alicia Cuarón in evaluating the first Colorado Employment and Education Conference for Hispanic Women in Denver.

Dr. Cuarón, chairperson of the Women's Bureau-sponsored gathering, estimated that nearly 1,000 Hispanic women from all walks of life participated in the conference called "Adelante, Mujer Hispana" (Onward, Hispanic Woman).

"There were junior high school students and there were elderly women," she said of the parley held January 11-12. "One 'viejita' (affectionate term for elderly woman) had never attended a conference in her entire life," Cuaron noted.

"The women on Friday had flat-out basic needs. Eighty percent of the 400 plus were seeking entry-level jobs and training. The 500 or more Saturday (which was aimed at professionals and community leaders) were interested in unity, establishing a support system, and communication."

Dr. Cuarón said she began receiving calls immediately after the conference about when the next one would be scheduled.

One of the popular workshops was an assertiveness training session entitled "Quien Soy?" (Who Am I). Some of the statements by the presenter, Rose Mary Valladolid, a holistic mental health and nursing consultant:

"We are indoctrinating our children into second-class citizens. We need

(more)

Issued at 1468 Federal Office Bldg., 1961 Stout St., Denver, Colorado 80294

to start telling our children from the time they are small that they can do what they want to do, that they can learn, so they can get the jobs they want.

"What we have in common is that all of us need to get ahead, and we need for our children to get ahead. We are lagging behind. The ability to make yourself a positive person is what you pass on to your children."

Dr. Cuarón had some observations about what came from the conference:

o The attendance showed a tremendous need by Hispanic women;

o Women would like more conferences and more in-depth discussions;

o The Hispanic woman needs to enhance her self-concept, her self-confidence;

o Women have to establish a support system. (The beginning of a Colorado Hispanic Women's Network was established at the conference).

o Hispanic women are interested in owning their own businesses;

o Assertiveness training and communication--how to speak up--is needed;

o Women need to learn how to cope with culturally and linguistically different situations in the business world;

o Women need to learn time management and goal setting - career planning.

o More Hispanic women have to get into positions where decisions are made. Women need more jobs where they can make an impact in serving the community.

o Unity, political astuteness and career advancement are needed.

o Hispanic women's groups are so diverse that future conferences must have sessions to fit the needs of women at different levels.

o Mentoring and role models are needed by Hispanic women.

Dr. Cuarón conducted a similar conference principally for rural women in the small southern Colorado town of Alamosa a week after the Denver meeting and found similar needs by the more than 40 women who attended.

(more)

The concept of "networking" and the findings of the first conference will be presented at the International Woman's Week conference in Denver March 3--7 and at the National Hispanic Feminist Conference in San Jose, California, March 28--30, Dr. Cuarón said.

APPENDIX M

WOMEN'S BUREAU
OFFICE OF THE SECRETARY
U.S. DEPARTMENT OF LABOR
REGIONAL OFFICES

Region I: Boston
Room 1700-C JFK Building
Boston, MA 02203
617/223-4036

(Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

Region II: New York
1515 Broadway—Room 3575
New York, NY 10036
212/399-3445

(New Jersey, New York, Puerto Rico, Virgin Islands)

Region III: Philadelphia
Room 15230, Gateway Building
3535 Market Street
Philadelphia, PA 19104
215/596-1183

(Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia)

Region IV: Atlanta
1371 Peachtree Street, N.E.
Room 737
Atlanta, GA 30309
404/881-4461

(Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee)

Region V: Chicago
230 South Dearborn St., 8th Floor
Chicago, IL 60604
312/353-6985

(Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin)

Region VI: Dallas
555 Griffin Square Building
Room 505
Griffin and Young Streets
Dallas, TX 75202
214/767-6985

(Arkansas, Louisiana, New Mexico, Oklahoma, Texas)

Region VII: Kansas City
2511 Federal Building
911 Walnut Street
Kansas City, MO 64106
816/374-6108

(Iowa, Kansas, Missouri, Nebraska)

Region VIII: Denver
1456 Federal Building
1961 Stout Street
Denver, CO 80294
303/837-4138

(Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming)

Region IX: San Francisco
Room 11411, Federal Building
450 Golden Gate Avenue
San Francisco, CA 94102
415/556-2377

(Arizona, California, Hawaii, Nevada)

Region X: Seattle
Room 3032, Federal Office Building
909 First Avenue
Seattle, WA 98174
206/442-1534

(Alaska, Idaho, Oregon, Washington)